

Amendments

Please amend the claims as follows:

- Claim 1. (currently amended) A method of viral marketing comprising:
- providing a commercial message in an electronic medium;
 - providing the commercial message to a recipient, the commercial message including tracking software;
 - the recipient forwarding the commercial message to a later generation recipient;
 - electronically tracking an aspect of the recipient's forwarding of the commercial message by means of the tracking software; and
 - using the tracked aspect as a basis for rewarding the recipient for forwarding the commercial message.
- Claim 2. (previously presented) The method of claim 1 wherein the commercial message comprises an advertisement.
- Claim 3. (previously presented) The method of claim 1 wherein the commercial message comprises a company logo.
- Claim 4. (previously presented) The method of claim 1 wherein the commercial message is co-branded.
- Claim 5. (previously presented) The method of claim 1 wherein the commercial message comprises a political message.
- Claim 6. (previously presented) The method of claim 1 wherein the step of providing the commercial message to the recipient comprises sending the message to the recipient via e-mail.
- Claim 7. (previously presented) The method of claim 1 wherein the step of forwarding the commercial message comprises sending the message to a later generation recipient via e-mail

- Claim 8. (previously presented) The method of claim 1 wherein the recipient is a first generation recipient.
- Claim 9. (previously presented) The method of claim 1 wherein the step of forwarding comprises the recipient indirectly forwarding the commercial message by providing another entity with an address of the later generation recipient, and the entity causing the forwarding to occur.
- Claim 10. (previously presented) The method of claim 1 wherein the step of forwarding the commercial message comprises forwarding at least a portion of the commercial message that includes an advertisement.
- Claim 11. (previously presented) The method of claim 1 wherein the step of forwarding comprising the recipient forwarding the commercial message without modification to the later generation recipient via e-mail.
- Claim 12. (previously presented) The method of claim 1 wherein the step of forwarding comprising the recipient supplementing the commercial message.
- Claim 13. (previously presented) The method of claim 1 wherein the step of forwarding comprising the recipient modifying the commercial message.
- Claim 14. (previously presented) The method of claim 1 wherein the step of tracking comprises tracking forwarding of the commercial message through at least two generations.
- Claim 15. (previously presented) The method of claim 1 wherein the step of tracking comprises tracking forwarding of the commercial message through at least three generations.
- Claim 16. (previously presented) The method of claim 1 wherein the step of tracking comprises tracking forwarding of the commercial message through at least three contiguous generations.
- Claim 17. (previously presented) The method of claim 1 wherein the aspect of the forwarding being tracked comprises a forwarding date and a forwarding address.

- Claim 18. (previously presented) The method of claim 1 wherein the step of rewarding comprises providing a reward that varies depending upon a total number of later generation recipients to which the commercial message has been forwarded.
- Claim 19. (previously presented) The method of claim 1 wherein the step of rewarding comprises providing a reward that varies depending upon a number of generations to which the commercial message has been forwarded.
- Claim 20. (previously presented) The method of claim 1 wherein the step of rewarding comprises providing a reward selected from the list consisting of redeemable points and e-money.
- Claim 21. (previously presented) The method of claim 1 further comprising providing a supplier of the commercial message with a report summarizing a forwarding history over multiple generations.
- Claim 22. (previously presented) The method of claim 1 further comprising providing the recipient with a report summarizing a forwarding history over multiple generations.
- Claim 23. (new) A method of viral marketing comprising:
providing a system to generate commercial message in an electronic medium;
providing the commercial message to an original recipient, the commercial message including tracking software;
the original recipient forwarding the commercial message to one or more later generation recipients;
the tracking software detecting the forwarding activity and tracking an aspect of the forwarding activity; and
granting rewards to the original recipient based on the tracked aspect of the forwarding activity.